ACTIONIQ × WW

Case Study

WW Boosts Subscriber Engagement and Retention

Summary

- WW wanted to personalize customer engagement and increase subscriber retention
- The brand invested in a customer data platform to eliminate time-consuming processes and empower marketers to self-service customer insights
- Partnering with ActionIQ, WW improved audience targeting and increased marketing productivity

BACKGROUND

WW (formerly Weight Watchers) is a leading player in the $70 billion-plus global weight management industry, with more than 4 million active digital subscribers and more than 700K active meeting subscribers worldwide. WW, which offers a scientifically proven program for weight loss and wellness, has expanded its original mission to include more holistic health and wellness in recent years. For its efforts, the company became a member of Fortune's prestigious Change the World list in 2018.

Evidence-based innovation is also central to WW's marketing strategy. In 2015, the company launched a major digital reinvention of the brand, propelling it to become the leading internet-based provider of weight management products and services in the world. After successfully digitizing many of its core offerings, WW wanted to take the next step and provide its members more personalized, omnichannel experiences — a critical component to successful subscription-based businesses.

OPPORTUNITY

With the right systems in place, the brand could deliver timely, highly personalized messages to members "so much closer to the moment that matters to them."

Thanks to its rapidly growing digital business, WW was gathering a great deal of valuable data about individual customers' engagement with the brand. The marketing department knew this data could help them deliver timely, highly personalized messages to members. And with the right systems and processes in place, the brand could do so "much closer to the moment that matters to them," said Head of Marketing Technology Laura Price.

In particular, WW wanted to find a better way to manage its digital ShopCash coupons. For WW, coupons are a great way to "acknowledge our members' engagement and encourage them if they're not engaging," Price said. By consistently delivering timely, personalized messages, the brand knew it could make these coupons a powerful driver of engagement and retention.

CHALLENGE

WW had long been committed to building a martech stack that supported omnichannel communications. However, the company still lacked a way to leverage all its valuable customer data at scale.

For example, creating and activating coupon audiences was a slow and labor-intensive process. As a result, members often received ShopCash codes two weeks after they actually qualified. In addition, marketers could not effectively track responses to the offers, hindering efforts to send effective follow-ups. A number of obstacles were holding the company back, including:

1. Disparate data and systems

"We lacked a standardized backend global platform that powered our e-commerce business," Price said. "Our global e-commerce teams were all on local e-commerce sites."

As a result, creating and activating coupon audiences was a highly manual process.

2. Lack of tracking capabilities

Marketers had no way to track which members received which codes across WW's various customer-facing channels. This hampered follow-ups and prevented the brand from understanding which offers were working and why.

3. Excessive reliance on IT

Marketers were dependent on already-overburdened IT resources to create audiences. This lowered productivity and made it difficult to deliver the kind of timely messaging required to drive engagement.

"Without automation and self-service, we just couldn't keep up with marketing," said Eric Lumpp, lead software engineer on the marketing technology team.

SOLUTION

To tackle these and other challenges, Price and her team needed a solution that met their requirements and also offered a high degree of marketer self-service. WW wanted marketers to be able to create and activate audiences on their own — without intervention from IT.

Fortunately, the solution the team sought was already in house. A few years prior, WW had engaged in a competitive selection process for a customer data platform (CDP). The brand chose ActionIQ — named No. 1 in customer satisfaction by Advertiser Perceptions. WW progressively applied the CDP to more and more use cases, and its coupon strategy was the next logical step.

RESULTS

With ActionIQ now serving the new use cases, WW's marketing teams are far more effective in using coupons to engage members and drive retention. Key new capabilities include:

1. Highly targeted audiences

ActionIQ's self-service makes it far easier to turn behavioral data into attributes, the building blocks for highly targeted audiences.

2. Increased insight

Thanks to better tracking capabilities, WW is much more effective at retargeting and other follow-up efforts.

"We can also better understand who the people are that are redeeming and start to model out those audiences," Price said.

3. Increased marketing productivity

“All of our marketing teams are now completely self-service globally,” Price said. “They are actually in our tools, building and deploying campaigns on a day-to-day basis.”

WW soon began scaling its success with coupons across additional marketing activities—from relevant push notifications based on real-time engagement all the way up to automation of entire customer journeys.

“Ultimately, we want to make sure that no campaign is a one-off,” Price said. “We want to build a full experience around it. And that’s what we are now able to do.”

Contact ActionIQ for a consultation with one of our expert team members and discover how our industry-leading CDP can help you create authentic customer experiences across all brand touchpoints.

About ActionIQ

ActionIQ is at the center of a data-driven revolution that is changing the way brands think about customer experience, digital transformation and the value of customer data as a core corporate asset. We concentrate on solving enterprise data challenges so that teams are empowered to create authentic customer experiences across all brand touchpoints. ActionIQ helps enterprise companies by connecting their first-party customer data, providing an easy-to-use interface for business users to access customer insights and enabling customer experience orchestration across channels. We are helping brands like The New York Times, Pandora Media, The Hartford, Shopify, American Eagle Outfitters and others grow customer satisfaction and revenue.